INTRODUCTION
The Social Media Tips for Student Organizations are designed to help Ohio State’s student organizations find success in their social media efforts. This document is not a set of rules governing what student organizations can and cannot do, but rather a guide to best practices and considerations that student organizations may follow.

WHY SOCIAL MEDIA?
Social media, when used effectively, can benefit your student organization in a variety of ways. You might find that social media is useful in:

- recruiting new members
- communicating with current members
- advertising programs, initiatives and events
- sharing information about a cause your organization cares about
- spreading general awareness of your organization

BEST PRACTICES
These best practices are suggestions designed to help you use social media in a way that benefits your organization.

Be strategic
Before you create your social accounts and begin posting, consider building a strategy that outlines your organization’s social media goals, audience, voice, platforms and management processes.

Will you use social media to communicate with potential new members, or will you focus on reaching current members? Do you want to promote events, or spread a particular message? Who will manage the accounts, and what is the process for transitioning ownership as students graduate?

If you’re interested in help with building or enhancing your organization’s social media strategy, don’t hesitate to ask for help from your advisor or by reaching out to Student Life’s digital communications coordinator, Thea Dellas.

Be accurate
Check your facts before posting. Is the event location listed correctly? Is the statistic you’re sharing verified? Proof for spelling and grammar errors as well. When you do make a mistake, correct it right away, publicly, without being defensive or trying to hide the error.

Be active
Rather than spreading yourself too thin across every available social network – which can result in inconsistent or infrequent posting and even totally dormant accounts – focus on being active on just one or two networks. Choose the platforms that will most effectively help you reach your goals and target audience and try to post a set number of times per day or week.

Be respectful
What you share on social media is up to you, but it’s always best to be respectful – not only of the organization and members you represent, but of the larger community you’re reaching.

Be responsive
Include your organization’s contact information in your social media profiles, and have a process in place to ensure you are responding to messages, mentions and comments as quickly as possible.

**Be smart**
Keep in mind that when you create a social media account, you are agreeing to the network’s terms and conditions, including those related to copyright and privacy rights and responsibilities.

University rules, policies and guidelines, including but not limited to the Code of Student Conduct, apply to behavior conducted online, via email, text or other electronic media, and may apply to off-campus conduct. It is your responsibility to familiarize yourself with relevant rules and to follow them.

**CONSIDERATIONS**
These are items to consider as you start or continue using social media for your student organization.

**Copyright**
If the content you are posting is not owned by your organization, be sure to credit sources. Copyrighted content might include information, quotes, music or photos. If you’re unsure, ask your advisor for assistance.

**Ohio State Trademark and Licensing**
Familiarize yourself with rules and regulations surrounding use of the Ohio State brand on any materials you create and share on social media. Visit the Ohio State brand guidelines and Trademark and Licensing Services for information and assistance.

**Representation**
As an Ohio State student organization, you are representing your organization, its members and yourself in all you do. Just as you are responsible for the content posted on your personal social media profiles, you are responsible for what you choose to post on your student organization’s profiles.

Have fun with social media and be authentic — always keeping in mind the groups and individuals you represent.

**Terms and Conditions**
Understand the terms and conditions laid out by the social networks you choose to use for your student organization.

- Facebook
- Instagram
- Twitter

**RESOURCES**
Additional resources are available to help you and your student organization make the most of social media and other tools.

- Code of Student Content
- Ohio State Brand Guidelines
- Student Life Digital Communications Coordinator – Thea Dellas
- Student Life Marketing Request Form
- Student Life Student Activities Marketing Resources